

(Make address changes on this label.)

PRODUCT OPINION LABORATORY  
P.O. Box 26563 - Richmond, Va. 23261  
Phone: (804) 271-3366

RETURN BALLOT BY

V-4588

Dear Panelist:

With this ballot I am sending you two packs of cigarettes coded as follows: L9 - 5 packs and S7 - 5 packs. Remember, you do not have to smoke all of the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds  
General Manager

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked L9 and then the cigarettes marked S7. Then compare the two cigarettes with each other and complete the questions below.

Which cigarette:

1. has more total taste?
2. has an off-taste?
3. is harsher?
4. is more spicy?
5. is sweeter-tasting?
6. is more bitter?
7. is more tobacco-like in flavor?
8. has the better aftertaste?
9. Which do you prefer? (choose one)

L9	S7	Neither

- 10a. Check the box that best describes how you feel about the overall acceptability of the cigarette coded L9.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

- 10b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded S7.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

- 11a. Would you buy the L9 cigarette if it were available now?

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Would you buy the ST cigarette if it were available now?

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Definitely possibly will not ascertain possibly probably definitely

What brand do you usually smoke? (Please be specific, e.g., Marlboro Lights, Winston Lights, Kent Lights, etc.)

BRAND:

Is it heavier? ☐ No ☐ Yes ☐ Don't know  
 Is it milder? ☐ No ☐ Yes ☐ Don't know  
 Is it different? ☐ No ☐ Yes ☐ Don't know  
 How many cigarettes do you smoke per day?

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